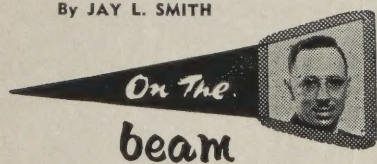


U-I Skeds 33 Pix For New Year

By JAY L. SMITH



It was a sad holiday for several members of the motion picture fraternity. Two deaths occurred over the week-end of Industry members well-known throughout Canada. First of these was that of Eddie Wells, for many years assistant to the late Col. John Cooper, at the Canadian Motion Picture Distributors Association. For the past few years Eddie had been associated with Pan American Advertising, handling advertising calendars for theatres. He died at his home in Cobourg, Ont., following an illness of several months.

The second death of the holiday week-end, was that of Arthur Silverstone, assistant general sales manager of 20th Century-Fox, who passed away in his sleep. He had been suffering from cancer of the throat for several years, and had undergone a number of operations during that time. From 1947 to 1951, Arthur was Canadian District Manager for 20th-Fox, succeeding Sydney Samson, and till 1954 was Eastern Division Manager, which included the Canadian district.

Arthur was recognized throughout the Industry as an outstanding film executive. When he arrived in Canada in 1947, the Fox Canadian district was in very bad shape, and in a few short months he elevated it to a position of strength. His toughness became a byword in the film fraternity in Canada, but his ability was never questioned. A member of a well-known film family, two of his brothers are also important executives in the Industry, Murray and Manny, while a third brother, Sidney, ironically enough, is a doctor, and one of the top cancer specialists in the U.S.

(Continued on Page 2)

12 Top Features To Be Released In First Four Months Of 1957

Toronto: Following his return from the recent sales executives conference at the Universal Studios in California, A. W. "Alf" Perry, President of Empire-Universal Films Limited, distributors in Canada for

Yates' Wire Confirms Continued Production

Toronto: A wire received in Toronto last week by J. Arthur Rank Film Distributors (Canada) Limited, put a definite end to rumours floating through the Trade that Herbert J. Yates, head of Republic Pictures, was contemplating sell-

(See REPUBLIC Page 4)

Universal - International, reported that the Company will release 12 outstanding feature pictures during the first four months of 1957, representing the strongest group of box-office attractions ever assembled by the Company. Mr. Perry was accompanied to California by Mark Plottel, General Sales Manager for E-U, and M. J. "Mickey" Isman, Eastern district manager.

(See UNIVERSAL Page 4)

RKO Considering Revamping Of U.S.-Can. Distribution Set-Up

New York: RKO Radio Pictures, in the interests of efficiency, is considering the reshaping of its entire production and distribution structure to meet changing trends and conditions in the foreign and domestic markets," it was announced recently in New York by President Daniel T. O'Shea following a series of policy meetings held in Palm Beach, Florida, and participated in by Thomas F.

(See RKO RADIO Page 13)



ARTHUR W. SILVERSTONE, 20th Century-Fox Assistant General Manager, who passed away last week-end in New York at the age of 54.

Wolfe Cohen Named W-B Vice-President

New York: Wolfe Cohen, President of Warner Bros. Pictures International Corp., was elected a Vice-President of Warner Bros. Pictures, Inc., at a meeting of the company's Board of Directors recently.

Wolfe Cohen joined Warner's as
(See WOLFE COHEN Page 4)

A. I. Garson Retiring—Odeon Buy Garson Interest In Theatres

Toronto: L. W. Brockington, C.M.G., Q.C., President of The Odeon Theatres (Canada) Limited, announces that A. I. Garson, General Manager of the Joint Enterprise operated in the Maritimes by Garson Theatres Limited and The Odeon Theatres (Canada) Limited, has decided to retire at the end of this year. As a result, Odeon is acquiring Garson Theatre Limited's interest in the Joint Enterprise, and from Monday, December 31st, will operate the following theatres, to

(See ODEON-GARSON Page 14)

Install Variety Crew

Toronto: In the attractive Balinese Room of the Sign of the Steer Restaurant, with a sizeable turnout of the membership present, the 1957 Crew of Variety Tent 28 took the oath of office on Thursday night, December 13th.

The oath was given by J. J. Fitzgibbons, permanent Big Boss of the Tent. Entertainment and dancing followed the induction ceremonies. In accepting the gavel and whistle signifying his office, Nat Taylor, incoming Chief Barker, urged members present to re-dedicate

(See VARIETY CREW Page 13)

Second TV Station Approved For Quebec

Ottawa: The Federal Transport Department has granted an operating license to Television of Quebec (Canada) Limited for an Eng-

(See QUEBEC-TV Page 2)

ACADEMY OF MOTION PICTURE ARTS & SCIENCES WITHDRAWS OBJECTIONS TO U.S. "OSCAR CONTEST."
REPRESENTATIONS OF RUBE BOLSTAD & CHAS. CHAPLIN BIG FACTOR IN OVERCOMING ACADEMY OPPOSITION.

Canadian Film Opens In New York Jan. 6th

New York: An invitational preview showing of "Oedipus Rex," the film version of the Sophocles drama, will be held at the 55th Street Playhouse on Sunday evening, January 6, it is announced by Irving Lesser, president of Motion Picture Distributors, Inc.

The preview is being sponsored by Harry A. Scott, Consul General for Canada in New York. Among the first-nighters will be the Consul Generals of Great Britain, Australia, India and New Zealand as well as the permanent body of United Nations representatives. Prior to the showing at 8:40, Mr. Scott will entertain the diplomats at a buffet supper at his Fifth Avenue home.

"Oedipus Rex," filmed in wide-screen Eastman color, is an Irving M. Lesser presentation. It was produced in Canada and features the Stratford, Ontario, Shakespearean Festival players. Produced by Leonid Kipnis and directed by Tyrone Guthrie, the picture is being released by MPDI. It will open for regular performances at the 55th Street Playhouse on Monday, January 7. The picture will also have a Gala Washington Premiere late in January, under the sponsorship of the English-Speaking Union.

QUEBEC-TV

(Continued from Page 1)

lish-language TV station in Quebec City which becomes the first city in Canada to have two privately-owned video outlets. Famous Players Canadian Corp., has a 50 percent interest in CFCM-TV which has operated in Quebec City since July 17, 1954, largely with French programs, and announcement is made that the two stations will use the same transmitting tower and other facilities there.



To promote MGM's "TEAHOUSE OF THE AUGUST MOON," four stewardesses of Japan Air Lines visited Niagara, Hamilton and Toronto. Here they meet MGM Head Office staff and Sales Manager Hillis Cass. Campaign handled by MGM's Chet Friedman and Loew's Jerry Collins, included receptions at City Hall and by provincial Premier Leslie Frost; press reception at House of Fuji Matsuo and personal appearance with film clips on the CBC-TV network Denny Vaughan show.

More Heads British Money-Making Poll

London: Voted overwhelmingly as the top money-making star in Britain today, Kenneth More has ousted such international movie favourites as James Stewart and Burt Lancaster. In the highly successful Rank Organization film "Reach For The Sky", More won world-wide acclaim for his portrayal of Douglas Bader. In the annual poll conducted among British theatre-men by the American trade publication, The Motion Picture Herald, Kenneth More was way out in front, not only in the British star list but also in competition with top American stars.

Six other Rank Organization stars are listed in the top ten of money-making British stars. These are Dirk Bogarde, Virginia McKenna, Norman Wisdom, Peter Finch and John Gregson.

Canada's Oldest Manager Retires

Saint John: On his 92nd birthday, December 6th, Captain Samuel D. Herman retired from the management of the Capitol Theatre, Lunenburg, N.S., ending a colorful career in the life of his community.

Captain Herman assumed the management of the Capitol Theatre in 1929 when Mr. F. G. Spencer took over the ground floor of the I.O.O.F. Hall and remodelled it into a modern theatre. Mr. Herman was the oldest theatre manager in Canada and in 1949 was made an honorary member of Allied Exhibitors' Association.

Born on Herman's Island in 1864, he made his first trip to sea at the age of twelve when he sailed to Halifax with his father.

He received his Master's papers at the age of twenty-five—attended a Halifax Commercial school whenever possible during Winter months.

Captain Herman retired from the sea early in this century and for ten years was secretary-treasurer of the Lunenburg Gas Company. He later conducted an Insurance Agency in Lunenburg.

This grand old gentleman will be missed at the Capitol Theatre Lunenburg, where he served for 27 years.

Captain Herman is being succeeded by Arthur Corkum, who has been the operator in the theatre since 1942. Mr. Corkum started his apprenticeship in the Lunenburg Capitol eighteen years ago, then after passing his Government examinations, worked in Halifax for a time.

On the Beam

(Continued from Page 1)

Arthur Silverstone leaves his widow, one son, Paul, now serving in the U.S. armed forces, and a daughter, Sandra, the wife of Bob Stern of the Fox Toronto office.

Holiday business in Toronto was exceptionally good, according to reports available at this writing. At Loew's Uptown, Walt Disney's "Westward Ho The Wagons" opened to packed houses, as did the other Disney show, "Secrets of Life", at the Odeon Hyland and Christie theatres. At the Imperial, Paramount's "Hollywood or Bust", starring Dean Martin and Jerry Lewis had a typical M & L opening, with big crowds in attendance. JARFD's "Battle of the River Plate" had a smash opening at the Odeon-Toronto, Fairlawn and Colony and seems headed for a record run. The same applies to M-G-M's "Teahouse of the August Moon", which opened up Christmas Day at Loew's Downtown.

Word reaches us that within the next week or ten days the announcement in respect to Associated Artists (PRM) set-up in Canada will be made. This involves distribution in Canada of the Warner Bros. backlog, purchased several months ago by Lou Chesler. A well-known film executive in Toronto, will definitely head the Canadian organization.

I would like to take this opportunity to thank my many friends in the Trade for their cards and messages which are much appreciated. The Christmas-New Year's season is a wonderful time of the year, especially for the children. My daughter, who just turned eight, on December 21st, still believes in Santa Claus, and I don't think I have ever had a greater thrill than the sight of Joanie's wide-eyed expression Christmas morning. All the work, trouble and aggravation that goes into making a real Christmas for the family is as nothing compared with the satisfaction achieved.

And now, to all our readers and advertisers who supported The Digest during 1956, our thanks and best wishes for a happy and prosperous 1957.

"The Desk Set"

Hollywood: Gig Young has been signed to play an important role in 20th Century-Fox's "The Desk Set," CinemaScope comedy starring Spencer Tracy and Katharine Hepburn. The Henry Ephron production, which will be directed by Walter Lang, is based on the hit Broadway play.

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Across the Country

Toronto

Miss Beatrice Kuno was presented with a \$250 award in the Movie Game contest at the Centre Theatre, Pembroke, by Manager Don Dickerson. Following this presentation, however, it was announced that the theatre, which is a unit of 20th Century Theatres, had discontinued the competition.

Ross McLean, who quit in 1950 as commissioner of the National Film Board following the regime of John Grierson, paid a visit to Toronto after serving for some years with UNESCO in Paris. He said he was considering several propositions here.

To stimulate pre-Christmas patronage and to capitalize on the Anniversary Celebration of Foto-Nite in Ottawa, the six combined independent theatres mailed out notices to many persons who had signed attendance cards for the contest, the coupons being good for one free admission prior to Dec. 22 when the user was accompanied by a paying adult. The theatres, which were offering more than \$4,000 in cash and merchandise, comprise the Centre, Linden, Mayfair, Eastview, Francais and Somerset.

With the sponsorship of the Ziona Chapter of Hadassah, the Vaughan Theatre, Toronto, opened an engagement of the Israeli feature "Khamishia" Dec. 13. This was the B & F theatre which had a lengthy first-run of the previous picture from Israeli, "Hill 24 Doesn't Answer".

Mayor Nathan Phillips of Toronto failed to secure the withdrawal of the film "Untamed Mistress" from the Casino Theatre because the municipality had no jurisdiction in the matter, the picture having been approved, with deletions, by the Ontario Censor Board. Not only did the engagement continue but the feature was also rushed into the Hollywood Theatre as a result of the unusual publicity.

Manager Vic Nowe of the downtown Odeon Theatre in Toronto again featured his lobby stunt for children in hospitals and orphanages at the holiday season. A huge Yule tree was placed near the entrance to theatre and patrons were invited to place toys and gifts at its base which were to be distributed under the personal direction of Nowe.

Manager Bill Trudell of the Capitol Theatre, London, put impetus into the advance sale of books of admission tickets as holiday gifts by recommending to parents and teenagers that purchase of booklets would facilitate patronage for two appropriate attractions, "Hollywood or Bust", scheduled to start Christmas Day, and "Love Me Tender", which would open New Year's Day.

The E. B. Eddy Company in Hull, Que., held its annual Christmas Party for 1,500 children of employees at the Capitol Theatre in Ottawa which, of course, is on the Ontario side. The Quebec provincial government bans the admission of children 16 years and under to moving picture theatres in that province, with occasional exceptions such as for the production, "The Ten Commandments".

Ken Davies, manager of the Odeon Theatre, London, staged a gift-toy performance for underprivileged children in connection with the Movie Club Show last Saturday morning, a special stage attraction for the occasion being a demonstration of the London Lions Majorettes, in addition to screen fare and prize contests.

Maritimes

Norman Rea, Theatre Confections Ltd., Montreal, spent several days recently in this territory.

Norman Simpson, new Paramount Films' Branch Manager in Saint John, N.B., is the third local Branch Manager to hail from the City of Winnipeg. The others are Mr. Lou Simon and Mr. Mickey Komar.

Friends about the Maritimes will sympathize deeply with Mr. Willard Boudreau, long-time Manager of the F. G. Spencer Company Limited interests in Dalhousie, N.B., in the death of his wife. Mrs. Boudreau passed away recently after an illness of only two days.

Winnipeg

Charlie Krupp, Associated Theatres, left recently for a three-week visit to Houston, Texas, where he will visit his sister and her family.

On Sunday, Dec. 9th, the Paragon Theatre, Melville, Sask., and the Kinsmen Group combined to hold the "Kinsmen's Big Christmas Stocking Show." The special feature shown was "The Pickwick Papers." On Tuesday, Dec. 11th, the Paragon presented another in their series of "live" entertainment, when the world famous "Four Knights" appeared on their stage. Melville was the only point in Saskatchewan where the quartette appeared. The newspaper ad stated "if you desire — you may pick up your tickets now and pay for them after the pay-day following the performance." There was also a tie-in with the local Music Store.

Recent visitors to Film Row included D. Girouard, Somerset, Man., Dr. Potoski and J. Kowbel, Melville, Sask.

L. Keiffer, Dominion Sound engineer, has been transferred to the Regina Branch.

The Windsor Theatre, St. Vital, is now open only three days a week.

The Memorial Theatre, Raymore, Sask. closes Dec. 31st, and as yet it is not known whether this theatre will re-open in the summer or stay closed permanently.

The Lux Theatre, Humboldt, Sask. will close for a two week period — Dec. 31st, 1956 to Jan. 14, 1957.

Vancouver

Ted Bielby, former manager of the Alma (F-P) Theatre, and Harvey Levine, shipper at IFD returned from a Honolulu holiday. While Bielby was away, the circuit decided to close the house due to lack of business. After being dark for a year, it was reopened a few weeks ago, but now looks as if it will be sold for real estate.

The one-man booth plan of the circuits is now in effect, with seven veteran operators retiring on pensions paid by the union and the circuits. With the one-man operation reducing jobs, many projectionists are going into other businesses.

The Theatre Employees Union members are reported as still unhappy with their executives, and are calling for a new election of officers, through the IATSE in New York.

Pat Johnson, who resigned from the Orpheum and went to Fairbanks, Alaska, to work in a supper club, is back at work as cashier at the Orpheum.

One hundred and seventy theatre folks and their friends attended the theatre trade ball and dinner, held at the Forbidden City Supper Club in Chinatown recently.

UNIVERSAL

(Continued from Page 1)

Reflecting the Company's stepped-up use of CinemaScope as an extra production value, seven of the twelve pictures are in CinemaScope and eight of them are in color. The company's first black and white CinemaScope production will be released in April. Highlighting this diversified group of motion picture productions which features a wide variety of subject matter, is an unusually strong combination of today's top star names including Rock Hudson, Lauren Bacall, Errol Flynn, Tony Curtis, Jose Ferrer, Fred MacMurray, Van Johnson, Jeff Chandler, George Nader, Jeanne Crain, Robert Stack, Dorothy Malone, Dan Duryea, Elaine Stewart, Cornell Borchers and Sal Mineo.

Stressing the Company's plans for an even flow of top product to serve exhibitor customer needs throughout the year, Perry pointed out that 33 pictures would be released in 1957 with 12 scheduled during the first four months of the year. "To ensure a steady flow of important box-office pictures to Canadian theatres, we have one of the greatest inventories of product in our history."

"Universal's concept of picture bigness which is shared by most of the exhibitors, is bigness in profit-making potential; bigness in entertainment values, both of which combined spell bigness of success for the exhibitors," Perry explained.

"The first four months of 1957 will make manifest what the continued growth of Universal during these recent years means in terms of our customers' business. This program presents the great established stars of our industry as well as great new stars, a wide variety of entertainment and represents an investment in dollars and talent that is solid and secure confirmation of the Company's faith in the future of our business," Perry declared.

Highlighting the January releases will be **"Written on the Wind"** in Technicolor starring Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone. The second January release will be **"Four Girls in Town"** in CinemaScope and Technicolor starring George Nader, Julie Adams, Marianne Cook, Else Martinelli and Gia Scala. **"Rock, Pretty Baby,"** the company's new teen-age romance story with rock and roll music and starring Sal Mineo, John Saxon and Luana Patten is the third January release.

February releases are **"The Great**

2 Canadian Branches Win UA Drive Honors

New York: Sam Kunitzsky's Montreal Branch placed first in their division for the first lap of the Jim Velde UA Drive, recently completed. Izzy Davis' Saint John Branch was second in the same division, it was announced by co-captains William J. Heineman and Max E. Youngstein.

The Jim Velde Drive, with cash prizes totalling over \$50,000, is being run in four individual laps, capped by a final stretch period. The first three laps are of eight weeks duration. The fourth lap runs for five weeks, and the stretch drive lasts for 13 weeks.

The Montreal Branch wound up a big winner in the last UA Drive, as well as coming second in the UA Week Drive last July.

"Man" based on the Al Morgan best-seller and starring Jose Ferrer, Dean Jagger, Keenan Wynn, Julie London and Joanne Gilbert; **"Istanbul"** in CinemaScope and Technicolor starring Errol Flynn and Cornell Borchers and **"The Night Runner"** starring Ray Danton and Colleen Miller.

"Battle Hymn" the Company's widely-hailed CinemaScope and Technicolor film production based on the life of Colonel Dean E. Hess, the clergyman turned fighter pilot who became the savior of thousands of Korean war orphans and starring Rock Hudson, Martha Hyer, Dan Duryea, Don DeFore, Anna Kashfi and Jock Mahoney, heads the list of March releases. **"Gun for a Coward,"** an unusual Western in CinemaScope and Eastman Color starring Fred MacMurray, Jeff Hunter, Janice Rule, Chill Wills and Dean Stockwell is the second March release while the third is **"Mister Cory,"** in CinemaScope and Eastman color starring Tony Curtis, Martha Hyer, Charles Bickford and Kathryn Grant.

"The Incredible Shrinking Man" based on the widely read and much discussed best-seller by Richard Matheson which offers a fascinating new experience in motion picture entertainment will be released in April. It stars Grant Williams and Randy Stuart. **"Kelly and Me"** in CinemaScope and Technicolor and starring Van Johnson, Piper Laurie and Martha Hyer is the second April release while **"The Tattered Dress,"** an unusual melodrama in black and white CinemaScope and starring Jeff Chandler, Jeanne Crain, Jack Carson, Elaine Stewart and Gail Russell is the 12th picture and the third April release.

W-B Sell N.Y. Bldg. Lease New Offices

New York: Warner Bros. Pictures, Inc., has taken a long-term lease of approximately 100,000 square feet of office space in the new 38-story, air-conditioned building now under construction by Tishman Realty & Construction Co., Inc., at 666 Fifth Avenue in New York City, it was announced by Norman Tishman, president of Tishman Realty, and Benjamin Kalmenson, executive vice-president of Warner Bros.

Warner Bros. will occupy the entire seventh floor plus a major portion of the sixth floor. Occupancy is set for the Fall of 1957.

The present Warner building at 321 West 44th Street, where the company has maintained its general offices for more than 30 years, has been sold. The closing of title will take place when W-B takes possession of the new headquarters.

The move is part of a combined program of expansion and of streamlining facilities on the part of the film company, so that all its administrative and executive offices in the East can be co-ordinated under one roof, with the exception of its shipping department which will be located on the West Side.

One of the most important construction features of the new Warner offices will include a modern private theatre which will occupy two floors in duplex fashion, and will include facilities both for 35 mm. and 16 mm. projection. The theatre will seat over 100 persons and will be adjoined by a cocktail lounge and reception room. It will also have facilities for closed circuit television.

Offices also will be established for independent producers whose productions Warner Bros. is distributing, and for visiting stars from the West Coast. In addition, facilities are being provided for interviews and conferences, and space is being allocated for an executive dining room.

REPUBLIC

(Continued from Page 1)

ing out his interests in the company, and that Republic would close up as a producing studio. The wire, released to The Digest by Frank Vaughan, General Manager of JARFD, reads as follows:

"Republic plans to produce and release 21 pictures for the 1957 season. Ten scripts are now completed and the first five pictures will go into work within the next 60 days.

The complete program including titles of stories, will be announced by Richard Altschuler, Director of Sales, at Regional Sales Conventions which will be held early in the New Year.

Production emphasis on forthcoming pictures will be on new faces and action themes. The majority of the pictures will be produced in Trucolor by Consolidated Film Industries, and Republic's wide screen process, Naturama.

In order to make Republic Studios one of the finest in the world we expended over \$850,000 during the past year for studio improvement which included refurbishing of stages and modernization of equipment. It is self-evident that Republic has an ambitious program of films for theatrical exhibition in 1957 and we anticipate that it will be a substantial year for the motion picture industry.

We wish to thank the Canadian exhibitors for their past support and hope that we will continue to merit their co-operation in the New Year."

Signed: **HERBERT J. YATES**

WOLFE COHEN

(Continued from Page 1)

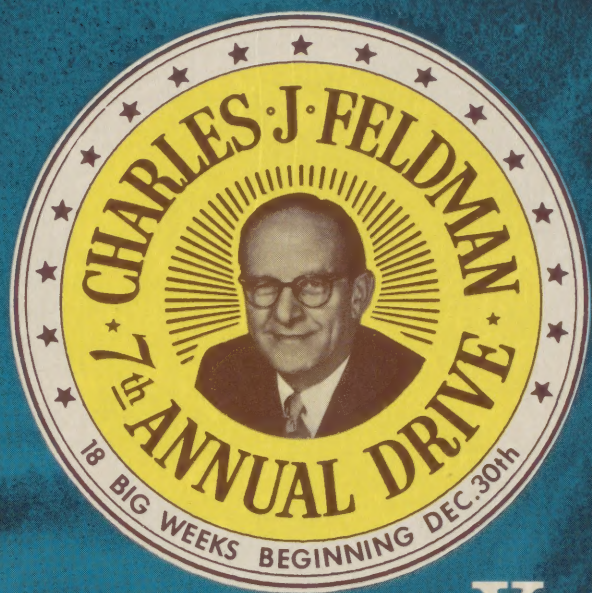
Saint John Branch Manager in 1925. He was appointed Canadian district manager in 1942, and then was promoted to sales manager in charge of Oceania, South America and the Far East in 1944. He was appointed to his present post in 1948.



seasons greetings
from ASN*

*ASSOCIATED SCREEN NEWS
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Written on the WIND

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STARRING

ROCK HUDSON
LAUREN BACALL
ROBERT STACK
DOROTHY MALONE

with **ROBERT KEITH • GRANT WILLIAMS**

Directed by **DOUGLAS SIRK** • Screenplay by **GEORGE ZUCKERMAN**
Produced by **ALBERT ZUGSMITH**



"Everything But the Truth"

in Eastman
COLOR

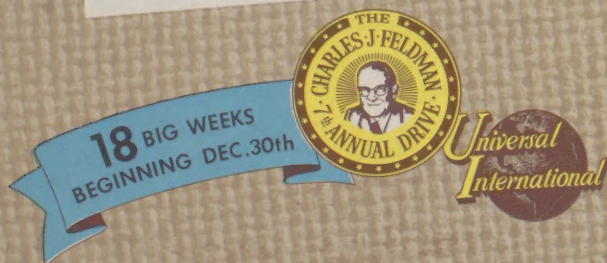


STARRING

MAUREEN O'HARA
JOHN FORSYTHE
and **TIM HOVEY**

with **FRANK FAYLEN**
LES TREMAYNE • PHILIP BOURNEUF

Directed by **JERRY HOPPER** • Screenplay by **HERB MEADOW**
Produced by **HOWARD CHRISTIE**



FLYING HIGH with **U-I**



4 GIRLS in Town

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STARRING

GEORGE NADER
JULIE ADAMS
MARIANNE COOK
ELSA MARTINELLI
GIA SCALA

with **SYDNEY CHAPLIN** • **GRANT WILLIAMS**

Written and Directed by **JACK SHER** • Produced by **AARON ROSENBERG**

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THE
GREAT
MAN
by AL MORGAN

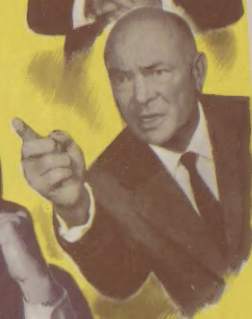
FROM THE DARING

BEST-SELLER...

JOSÉ FERRER



**THE
GREAT
MAN**



CO-STARRING

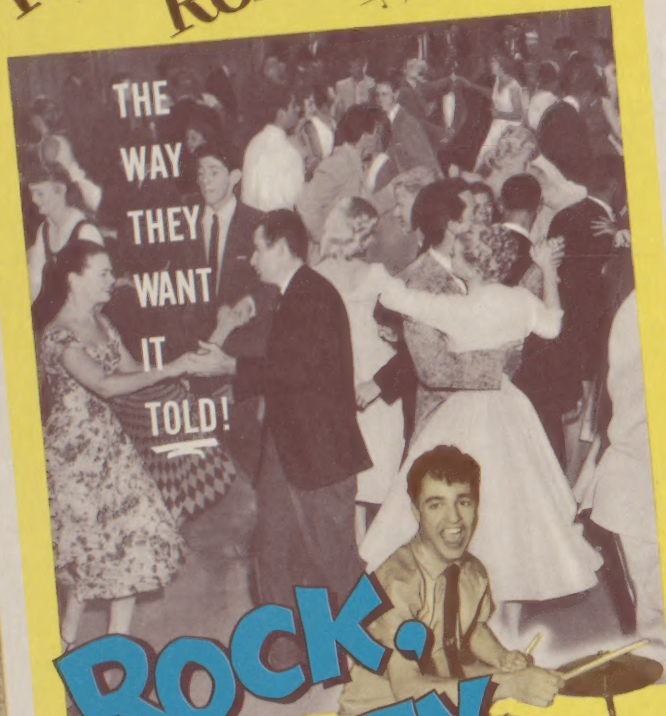
DEAN JAGGER
KEENAN WYNN
JULIE LONDON
JOANNE GILBERT
and **ED WYNN**

with **JIM BACKUS** • **RUSS MORGAN**

Directed by **JOSÉ FERRER** • Screenplay by **AL MORGAN** and **JOSÉ FERRER**
Produced by **AARON ROSENBERG**

Empire - Universal Films Ltd.

THE WONDERFUL STORY OF TODAY'S
Rock and ROLL Generation



Rock. PRETTY BABY!



STARRING

**SAL MINEO
JOHN SAXON
LUANA PATTEN**

with **FAY WRAY**

Directed by **RICHARD BARTLETT** • Produced by **EDMOND CHEVIE**
Screenplay by **HERBERT MARGOLIS** and **WILLIAM RAYNOR**

*Rock to
12 Wonderful Tunes including:*
ROCK, PRETTY BABY! • WHAT'S IT GONNA BE?
CAN I STEAL A LITTLE LOVE?

CINEMASCOPE • **TECHNICOLOR**



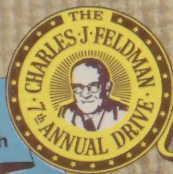
STARRING

ERROL FLYNN
Miss **CORNELL BORCHERS**

with **JOHN BENTLEY** • **TORIN THATCHER**
LEIF ERICKSON • **PEGGY KNUDSEN**
MARTIN BENSON and **NAT "KING" COLE**

Directed by **JOSEPH PEVNEY** • Produced by **ALBERT J. COHEN**
Screenplay by **SETON I. MILLER**, **BARBARA GRAY** and **RICHARD ALAN SIMMONS**

18 BIG WEEKS
BEGINNING DEC. 30th



**Universal
International**

FLYING HIGH with **U-I**



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FRED MacMURRAY
JEFFREY HUNTER
JANICE RULE

GUN FOR A COWARD



CO-STARRING **CHILL WILLS**
DEAN STOCKWELL

with **JOSEPHINE HUTCHINSON**
BETTY LYNN • JOHN LARCH

Directed by **ABNER BIBERMAN** • Written by **R. WRIGHT CAMPBELL**
 Produced by **WILLIAM ALLAND**

DISTRIBUTED IN
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BATTLE HYMN



STARRING
ROCK HUDSON
MARTHA HYER
DAN DURYEA
DON DeFORE
ANNA KASHFI
JOCK MAHONEY
 with **CARL BENTON REID**

**BATTLE
 HYMN**

As
 told by
 Colonel
 Dean Hess
 in his own
 Best
 Seller.

Directed by **DOUGLAS SIRK** • **CHARLES GRAYSON** and **VINCENT B. EVANS** • **ROSS HUNTER**
 Written by **DOUGLAS SIRK** • **CHARLES GRAYSON** and **VINCENT B. EVANS** • **ROSS HUNTER**
 Produced by **DOUGLAS SIRK** • **CHARLES GRAYSON** and **VINCENT B. EVANS** • **ROSS HUNTER**

Empire - Universal Films Ltd.



Mister Cory



CINEMASCOPE

*in Eastman
COLOR*

STARRING

TONY CURTIS
MARTHA HYER
CHARLES BICKFORD
KATHRYN GRANT

with **WILLIAM REYNOLDS • RUSS MORGAN**

Directed by **BLAKE EDWARDS** • Screenplay by **BLAKE EDWARDS**
Produced by **ROBERT ARTHUR**

JEFF CHANDLER
JEANNE CRAIN
JACK CARSON



The TATTERED DRESS



CINEMASCOPE

CO-STARRING

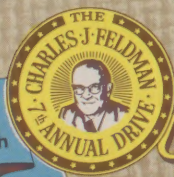
GAIL RUSSELL
ELAINE STEWART

with **GEORGE TOBIAS • EDWARD ANDREWS**

Directed by **JACK ARNOLD** • Screenplay by **GEORGE ZUCKERMAN**
Produced by **ALBERT ZUGSMITH**



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OF A MAN THE STATE
ASYLUM CALLED "CURED"!

THE NIGHT RUNNER



STARRING

RAY DANTON
COLLEEN MILLER

Directed by ABNER BIBERMAN • Screenplay by GENE LEVITT
Produced by ALBERT J. COHEN

HOUR
BY
HOUR
HE
GREW

SMALLER...

SMALLER...

SMALLER...

THE INCREDIBLE SHRINKING MAN

STARRING

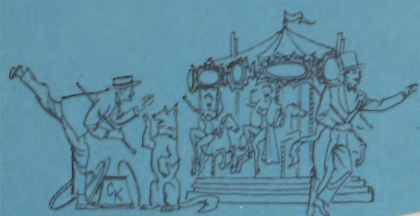
GRANT WILLIAMS
RANDY STUART

Directed by JACK ARNOLD • Screenplay by RICHARD MATHESON
Produced by ALBERT ZUGSMITH

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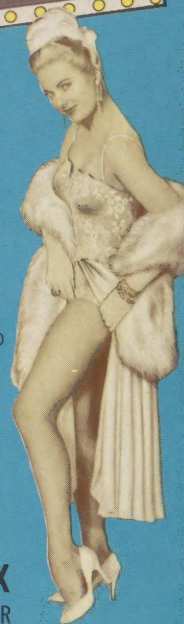
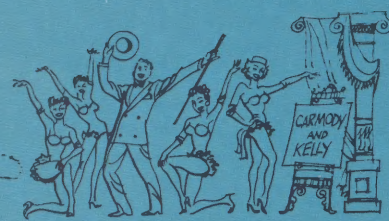


VAN JOHNSON

"KELLY and ME"

CO-STARRING

**PIPER LAURIE
MARTHA HYER**



with **ONSLow STEVENS • HERBERT ANDERSON • FRANK WILCOX**
Directed by **ROBERT Z. LEONARD** • Story and Screenplay by **EVERETT FREEMAN** • Produced by **ROBERT ARTHUR**

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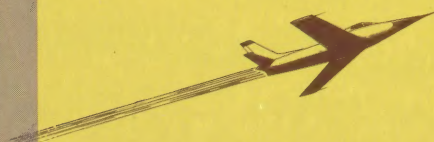
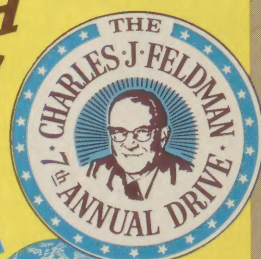
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**"CURUCU,
BEAST OF THE AMAZON"**

IN EASTMAN COLOR

"THE MOLE PEOPLE"

**FLYING HIGH
with U-I!**



RKO RADIO

(Continued from Page 1)

O'Neil, President and Chairman of the Board of RKO Teleradio Pictures, Incorporated, the parent company, Michael G. O'Neil, O'Shea, Walter E. Branson, Vice-President in charge of World-Wide Distribution, Edward L. Walton, Administrative Vice-President, William Dozier, Vice-President in charge of Production of RKO Radio Pictures and Raymond Klune, Executive Manager of Studio Operations.

"Steps to modernize distribution procedures have been under consideration for quite some time," said O'Shea, who stated, "various plans are under study, including the possibility eventually of aligning some elements of RKO's domestic and Canadian distribution facilities with those of some other organization." Mr. O'Shea stated that additional announcements will be forthcoming early next year.

"With thirteen pictures completed during 1956 RKO will concentrate on four high budget pictures with important star casts during the first part of 1957" O'Shea further revealed. These four pictures: "Stage Struck," now being readied for filming in New York with a starting date of January 14th, Stuart Miller will produce and Sidney Lumet will direct, the picture will star Henry Fonda and Susan Strasberg in a script by Ruth and Augustus Goetz; "On My Honor" with an April 15th starting date and with Paul Gregory producing from a novel by MacKinlay Kantor and a script by Gwen and Irwin Gielgud; "Galveston" with a July starting date and with Edmund Grainger producing from an original script by Niven Busch; and "The Naked and the Dead" with a June starting date and a Pacific Island location. "The Naked And The Dead" will be produced by Paul Gregory from the celebrated novel by Norman Mailer and from a script by Terry and Denis Sanders. All four will be filmed in color with an aggregate budget of \$10,000,000.

During the remainder of 1957 and the early part of 1958 the following pictures will be scheduled as top budget color productions: "Cash McCall" with William Bloom producing from the best-selling novel by Cameron Hawley and a screenplay by Harold J. Bloom and Lenore Coffee; "The Big Red 1" with Samuel Fuller producing, writing and directing; "Bangkok," which it is planned to film entirely in the Thailand capital, Paul Gregory will produce

VARIETY CREW

(Continued from Page 1)

themselves to the aims and creed of Variety. He spoke in glowing terms of the accomplishments of his predecessors and stated that in spite of the tremendous Heart Fund achievements, the credit was due chiefly to a small nucleus who did most of the actual work.

Expansion of charity activities, declared Mr. Taylor, requires that each and every member of Variety re-dedicates himself and actively participates in club interests and fund-raising events. During 1957, he continued, he and the Crew would endeavour to vitalize a fraternal spirit that would lead to the ultimate objective of getting the membership to join in the club activities.

The outgoing Chief Barker, Dave Griesdorf, received a jewelled pin, symbolic of his office from the 1956 Crew.

Calgary Exhibitor In High Rotary Office

Calgary: Glen W. Peacock, owner of the Isis Theatre and the Isis Camera Shop here, is serving as an officer of Rotary International, world-wide service club organization, for the 1956-57 fiscal year. He is Chairman of the Canadian Advisory Committee of Rotary International and a member of the Nominating Committee for President of Rotary International in 1957-58.

In Calgary, Mr. Peacock is a committee member of the Chamber of Commerce and a director of the Canadian Club and of the Alberta Motor Association. He is a Past President of the Calgary Branch of the United Nations and of the Calgary Theatres Association, and he was Charter President of the Toastmasters Club of Calgary. A member of the Rotary Club of Calgary since 1940, he is a Past President of that club.

from the novel by Mark Derby and a screenplay by Gwen and Irwin Gielgud; "Pakistan" with Stanley Rubin producing from the script by Stirling Silliphant; and "Rachel Cade" from the current best selling novel by Charles Mercer and a script by Stirling Silliphant. "Rachel Cade" will be filmed mainly in the Belgian Congo with Stanley Rubin producing.

These high budget productions will be supplemented by the feature output of Galahad Productions in New York and by other selected independently-produced films.



1957 Crew of Variety Tent 28, Toronto. L. to r., seated: Al Troyer, Dough Guy; J. J. Fitzgibbons, Permanent Big Boss; N. A. Taylor, Chief Barker; Dan Krendel, 1st Asst. Chief Barker; J. J. Fitzgibbons, Jr., 2nd Asst. Chief Barker. Standing, l. to r.: Herb Allen, Joe Bermack, Ralph Dale, Clare Appel, Canvasmen; Chet Friedman, Property Master; George Altman, Canvasman.



George Smith, DSM, of Chapeau, Ont., shows his personal photos of the last days of the German pocket battleship Graf Spee to Frank Vaughan, General Manager of JARFD. Mr. Smith, who served on HMS Exeter during the "Battle of the River Plate," was in Toronto in connection with the Canadian premiere of the picture at three Odeon houses. He was awarded the Distinguished Service Medal for outstanding gallantry during the River Plate action.



WOMPI 1956-1957 Executive. Seated, l. to r.: Marion Kadey, Secy.; May Levandusky, 1st Vice-Pres.; Gladys Rawnsley, President; Audrey Duke, 2nd Vice-Pres.; Olive Coplestone, Corres. Secy. Standing: Directors Mary Colangelo, Jean MacLennan, Lois Skinner, Ruth Frankson, Mildred Banks, Kitty Fisher, Mary DiTursi. Absent, Marjorie Wilson.

Active Year For Halifax Managers

Halifax: The many activities carried out by the Halifax Theatre Managers' Association were outlined in the annual report of the group submitted by Past President James McDonough. Included were the "Name The Oscar Winners" Contest, which was instituted locally last March by the Theatre Managers' Association, and very actively supported by local merchants, who together with the local theatres, gave prizes amounting to over \$2,000 to winning contestants.

"Public interest", stated Jim McDonough, who is Famous Players' Maritimes District Manager, with headquarters at the Capitol Theatre, "on the part of Haligonians ran high, with the theatres and merchants receiving more than 30,000 ballots cast by the Halifax public."

McDonough further advised that over 5,000 free theatre admissions were granted during 1956 to patients of the various veteran and military hospitals, and 2,000 children were also entertained at various times during the year at no cost to the various sponsoring organizations in the city. All free admissions were channeled through the Association.

In co-operation with various civic, provincial and other organizations, more than 25 special trailers were shown at no cost in all local theatres on a multitude of subjects of local interest, including the Community Chest Drive, safety campaigns, down to the annual Christmas Seal campaign. Four local theatres were also donated gratis to other organizations for charitable fund-raising purposes.

A new slate of officers was elected for 1957, including Freeman Skinner, President; Albert Toms, Vice-President; and Carleton Brown, Secretary-Treasurer. Directors include Peter Herschorn, Hilary Howes and Albert Ellis.

Movies Widely Used In Canadian Schools

Ottawa: The Canadian Education Association has announced that 4,500 16 mm. projectors are now in use in schools of this country, for which more than 40,000 prints are available. The number of school screenings is reported to be more than 600,000 annually and 7,331 schools have made use of moving pictures. A report of the Dominion Bureau of Statistics for 1955 has also shown that 4,576 film items were produced in Canada, of which 338 were television programs and 1,334 were TV commercials.

F-P's Strand, Trail, Destroyed By Fire

Vancouver: Three firemen were overcome by smoke while battling a blaze which destroyed the Strand Theatre, Trail, B.C., recently. Theatre manager Alec Barclay and his wife were evacuated from their apartment in the building, after fire broke out in the theater about 6:20 a.m. Thirty-five firemen battled the blaze until 11 a.m., before getting it out.

The theatre was completely gutted, as were the three offices on the second floor. Stores and apartments in the building suffered smoke and water damage. The fire is believed to have started on the stage and spread through the auditorium. Thick fireproof walls between the theatre and the adjoining stores prevented the flames from spreading.

The Strand, leased by Famous Players, was one of two theatres in Trail, the other being the Odeon. Famous Players officials were unable to advise whether the owners of the property would rebuild the theatre.

ODEON-GARSON

(Continued from Page 1)

be collectively known as the Maritime District:

Halifax — Casino, Garrick, Oxford, Hyland.

Saint John — Strand, Kent.

Moncton — Capitol, Empress.

New Glasgow — Roseland,

Academy, Highland Drive-In.

Stellarton — Jubilee.

North Sydney — Odeon.

Sydney Mines — Strand.

Yarmouth — Capitol.

The Maritime district manager will be Lee April, with Lou Michelson as assistant.

The President and Directors of The Odeon Theatres (Canada) Limited express their regret at Mr. Garson's decision to retire, and their appreciation of the services he has rendered in the past, together with their best wishes to him in his retirement.

Top photo, l. to r.: Bob McStay, Canadian representative, "Variety"; (standing) Jay Smith, Digest Editor & Publisher; Roger Lewis; Hye Bossin, Film Weekly Editor; Harry Allen Jr., Canadian representative, Quigley Publications; Mori Krushen.

Second photo, l. to r.: John McKim, assistant ad-pub director, Odeon Theatres; Archie Laurie, Canadian Publicity Manager, UA; (seated) Ron Leonard, Odeon Advertising & Publicity Director; Roger Lewis, Mori Krushen.

Third photo, l. to r.: Mori Krushen, Roger Lewis, Archie Laurie, and Ralph Dale, General Manager, Regional Theatres Circuit.

Bottom photo, l. to r.: Jack Karr, Toronto Daily Star; Alex Barris, Globe & Mail; Ken Johnson, Evening Telegram; Clyde Gilmour, Evening Telegram; Roger Lewis; (standing) Mori Krushen; Charles Rogers, Toronto Star Weekly.

UA AD-PUB CHIEF, ROGER LEWIS, AND EXPLOITATION MANAGER MORI KRUSHEN, VISITED WITH THE PRESS AND EXHIBITORS DURING THEIR RECENT TRIP TO TORONTO

